

This Case Study surrounds an owner operator who ran his own small trucking company. As a local operator, much of his work was 'just-in-time' service and he considered himself as a high-touch and high-service carrier. His clients were used to dealing directly with him, and on busy periods he would either hire a temporary employee, or sub-contract out some of the work to other small carriers.







One of the biggest challenges for this carrier was to ensure the same high-touch customer experience that his brand was built on when he couldn't do the work himself. Sub-contracting out the work represented two risks. The first risk was that the service levels would not be sufficient and the customer would be unhappy, and the second risk was that the sub-contracting carrier would do a good job and solicit the client for future work.

With Edmonton Cross Dock being used to support and backstop his business, this carrier was able to achieve all of his goals. Firstly, ECD is committed to provide services exactly as specified by the carrier, essentially operating as an extension of the carrier. Secondly, ECD is a carrier partner and service provider, and does not solicit own accounts, so there was no risk of losing business to a competitor.

During a recent plant shutdown, with one of the carrier's major accounts, the carrier was able to lean on Edmonton Cross Dock to cover all of the carrier's regular services. ECD could receive and send out freight as required, could serve as a location for customer pick-up, and could fill in any gaps the carrier needed for additional capacity.

The final result was that the carrier was able to provide even more high-touch service to their major account, substantially increasing the volume of high margin business during the shutdown, and setting up the relationship for even more work in the future. The carrier was able to do this and increase their profits without adversely impacting any of their other clients, who were well-served by Edmonton Cross Dock during the shutdown period.

KEY BENEFITS IDENTIFIED:

-  ECD service delivered to carrier specifications.
-  No risk of competition from sub-contracting overflow work.
-  Carrier was able to provide more 'high-touch' service to special needs client.
-  Carrier was able to increase profitability.
-  Carrier was able to enhance client relationships for long term increased business.
-  Carrier had no fixed fees for ECD services, and only paid for services they required.